

D. W. Good
12/1/54

INFORMATION PROGRAM FOR SCREWORM ERADICATION CAMPAIGN

my inclosure

THROUGHOUT the campaign, beginning now, these goals should be fulfilled:

1. The highest possible degree of cooperation should be maintained between State and Federal workers.
2. Requests for information should be met. Persons who have been provided with information when they want it should be all the more receptive to using information when we want them to.
3. Every member of the staff should be given an understanding of the public-relations aims of this campaign and help to realize them.
4. Since this is a combined campaign waged by entomologists and veterinarians, both fields of science should be kept informed of its aims and progress.

Preparatory Stages

1. Survey information outlets in program area to determine what types of materials can be most advantageously used.
2. Issue necessary press releases.
3. Prepare training film.
4. Prepare and issue ARS Special Report on the screwworm.
5. Prepare and issue Program Aid for wide distribution to livestock owners and the general public.
6. Agree upon a symbol to be used with campaign materials.
7. Accumulate a supply of base maps of the program area, in appropriate sizes for wall use, exhibits, and to reproduce with monthly reports.

8. Assist in preparing field manual, including a section relating to the dealings of field workers with the public.
9. Begin accumulating a set of 35-mm color slides on all phases of the screwworm life cycle and eradication program.
10. Prepare text to be printed on boxes from which flies will be released.
11. Consider whether the program should employ a photographer or combined photographer and graphics person.
12. Develop exhibits and other graphic materials. Consider use of posters.
13. Assemble all possible background on the subject.
14. Consider best methods of getting wildlife officials, ranchers and hunters to report cases of screwworm infestation.
15. Make personal contacts with leading magazines and newspapers in area.
16. Develop a calendar of events having a bearing on the campaign. For instance, the State Fair is being held at Tampa Jan. 29 - Feb. 9, 1958. Should we have exhibits there?
17. Set up target dates for reaching certain information goals.
18. Consider having an open house for members of Congress, members of the State Legislature, members of the press and other information outlets.
19. Make plans to keep legislators informed as campaign continues.
20. Compile mailing and distribution lists.
21. Encourage everyone to date all materials. An undated communication is essentially worthless.

8. Assist in preparing field manual, including a section relating to the dealings of field workers with the public.
9. Begin accumulating a set of 35-mm color slides on all phases of the screwworm life cycle and eradication program.
10. Prepare text to be printed on boxes from which flies will be released.
11. Consider whether the program should employ a photographer or combined photographer and graphics person.
12. Develop exhibits and other graphic materials. Consider use of posters.
13. Assemble all possible background on the subject.
14. Consider best methods of getting wildlife officials, ranchers and hunters to report cases of screwworm infestation.
15. Make personal contacts with leading magazines and newspapers in area.
16. Develop a calendar of events having a bearing on the campaign. For instance, the State Fair is being held at Tampa Jan. 29 - Feb. 9, 1958.
17. Should we have exhibits there?
18. Set up target dates for reaching certain information goals.
19. Consider having an open house for members of Congress, members of the State Legislature, members of the press and other information outlets.
20. Make plans to keep legislators informed as campaign continues.
21. Compile mailing and distribution lists.
22. Encourage everyone to save all materials. An undated communication is essentially worthless.

Interim Stage
(while fly production is
building up)

1. Determine public relations policy governing this period.
2. Consider what reports should be issued.
3. Distribute already prepared materials.
4. Prepare new material as advisable.
5. Shoot film for general presentation to the public.
6. Start monthly newsletter for employees.
7. Build still photo file on all phases of program.
8. Stress importance of good livestock management, preferably through State sources. Public meetings and other media can be used.
9. Consider whether bulk mailings would be useful in main campaign; if so, prepare for them.
10. Build file on program personnel.
11. Keep program diary for current reference and later historical use.
12. Plan statistical method to be used in reporting campaign.
13. Keep file of clippings, each dated and giving source. Encourage field workers to contribute to this file.

Full Production Stage

1. Issue monthly reports as news releases, with maps. Plan to issue half-yearly and annual reports and a final roundup at close of the program.
2. Use reports from area workers for human interest angles and stories.
3. Continue monthly newsletter to employees.
4. Stand by to meet requests for information and to receive criticism.

Interim Stage
(while the production is
building up)

1. Determine public relations policy governing this period.
2. Consider what reports should be issued.
3. Distribute already prepared materials.
4. Prepare new material as advisable.
5. Shoot film for general presentation to the public.
6. Start monthly newsletter for employees.
7. Build still photo file on all phases of program.
8. Stress importance of good livestock management, preferably through State sources. Public meetings and other media can be used.
9. Consider whether bulk mailings would be useful in main campaign; if so, prepare for them.
10. Build file on program personnel.
11. Keep program diary for current reference and later historical use.
12. Plan statistical method to be used in reporting campaign.
13. Keep file of clippings, each dated and giving source. Encourage field workers to contribute to this file.

Full Production Stage

1. Issue monthly reports as news releases, with maps. Plan to issue half-yearly and annual reports and a final roundup at close of the program.
2. Use reports from area workers for human interest angles and stories.
3. Continue monthly newsletter to employees.
4. Stand by to meet requests for information and to receive criticism.

5. Distribute films and other graphics.
6. Cooperate with organizations in planning for speakers, films, slides, graphics, and literature.
7. Prepare speeches (or speech notes) and articles requested.
8. Keep finger on public pulse and act to meet special situations.
9. Draft history of program as time permits.

Darel McConkey
September 1957

5. Distribute films and other material.
6. Cooperate with organizations in planning for speakers, films, slides, graphics, and literature.
7. Prepare speeches (or speech notes) and articles requested.
8. Keep finger on public pulse and act to meet special situations.
9. Draft history of program on time permits.

Barclay McCoskey
September 1957